

PROVIDING GIFT CLUSTERING FUNCTIONALITY TO ASSIST A USER  
IN ORDERING MULTIPLE ITEMS FOR A RECIPIENT

ABSTRACT OF THE DISCLOSURE

A method and system for creating of gift clusters of multiple items in a client/server environment by users, and for the ordering of such user-defined gift clusters of multiple items. In particular, a user can specify multiple items to be associated together as a gift cluster, and can also specify a variety of descriptive information about the gift cluster. That user or another user can then order the gift cluster as a gift for themselves or for another recipient, and may also order the gift cluster for the same or different recipients multiple times. The descriptive information can provide various information about how the gift cluster is to be used, and can also assist the user or others in identifying when the gift cluster is appropriate for a recipient. When customers are later searching for appropriate gift clusters, the various categorization or other descriptive information can then assist in identifying appropriate gift clusters. The gift clustering functionality may be provided by and work in conjunction with a particular item ordering service, or instead may work independently from any particular item ordering service.

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